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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: MERRIMAN, Dwight Allen et al.

Appl'n No.: 10/798,342

Filing Date: 12 March 2004

For: METHOD OF DELIVERY, TARGETING, AND  
MEASURING ADVERTISING OVER  
NETWORKS

Group Art Unit: 3627

Examiner: Laneau, Ronald

**MS Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the Office action mailed on February 28, 2008, Applicants respectfully request reconsideration of the application in light of the following remarks.

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks** begin on page 6 of this paper.